

Interactive E-Learning Made Simple



Who am I?

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Write the Rapid E-Learning Blog

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- Blog: <http://bit.ly/e-learning-blog>



Three considerations in design

1



CONTENT

What information needs
to be in the course?

2



VISUALS

What does the
course look like?

3



ACTIVITY

What does the learner do
with the information?

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Essentials of Instructional Design

- Understand how people learn
- Develop instructional strategies & models to help people learn
- Use these to engage learners

Essentials of Instructional Design

How to engage people

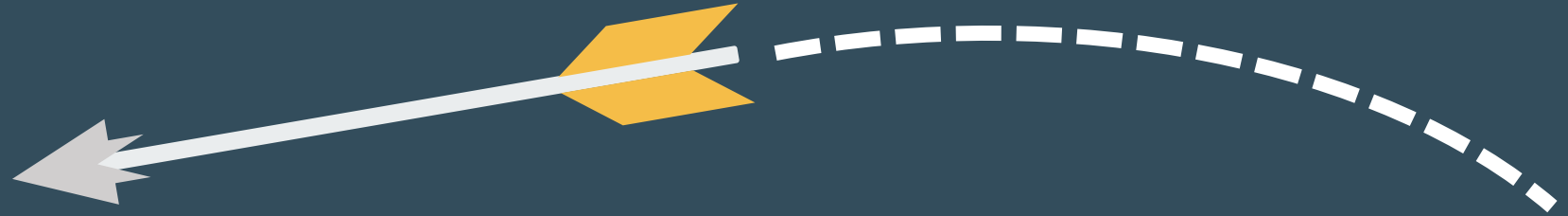
- Content is relevant & meets a need
- Needs to be a good experience: look & feel
- Active rather passive
- Give learner control of the experience

Essentials of Instructional Design

Course design

- Select & organize information
- Develop practice activities

Typical training approach



We shoot an arrow.



**The arrow lands
somewhere.**



*This is what we
accomplished!*

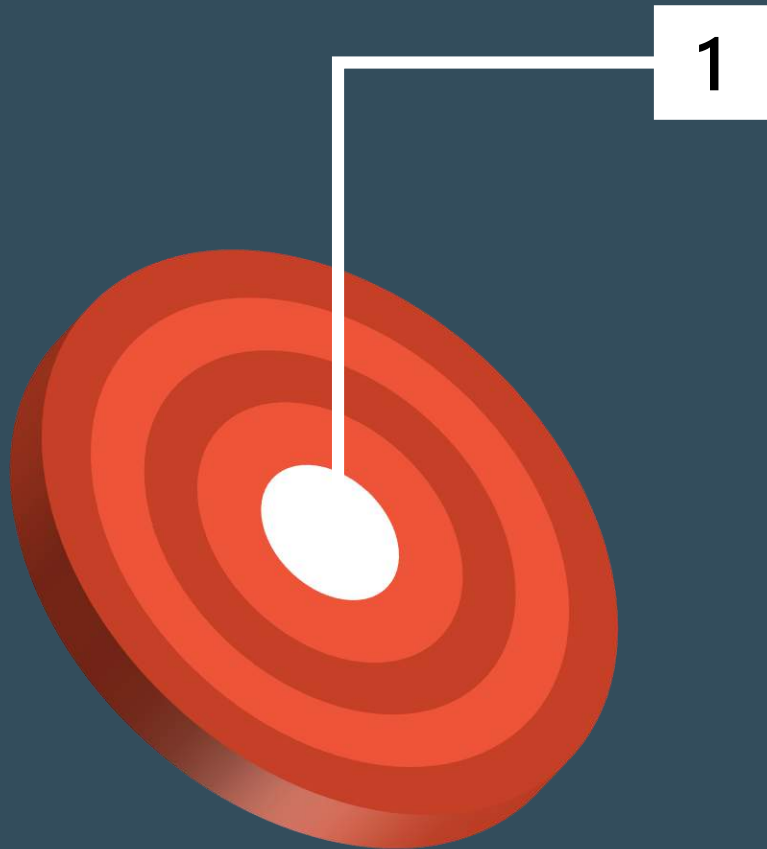
**We draw a bull's eye
around the arrow to
show success.**



Focus on actionable objectives.

What will success look like when you see it?

Real Bull's Eye: Backward Design



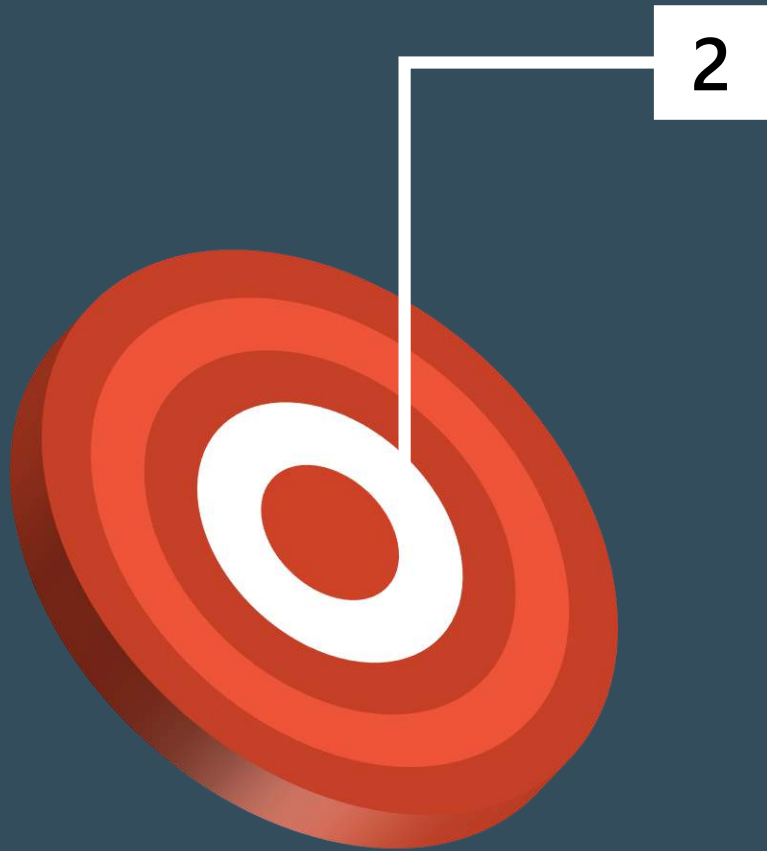
1

What are the **real-world expectations?**

They need to prove that they can meet performance expectations.

Basis for **course objectives.**

Real Bull's Eye: Backward Design

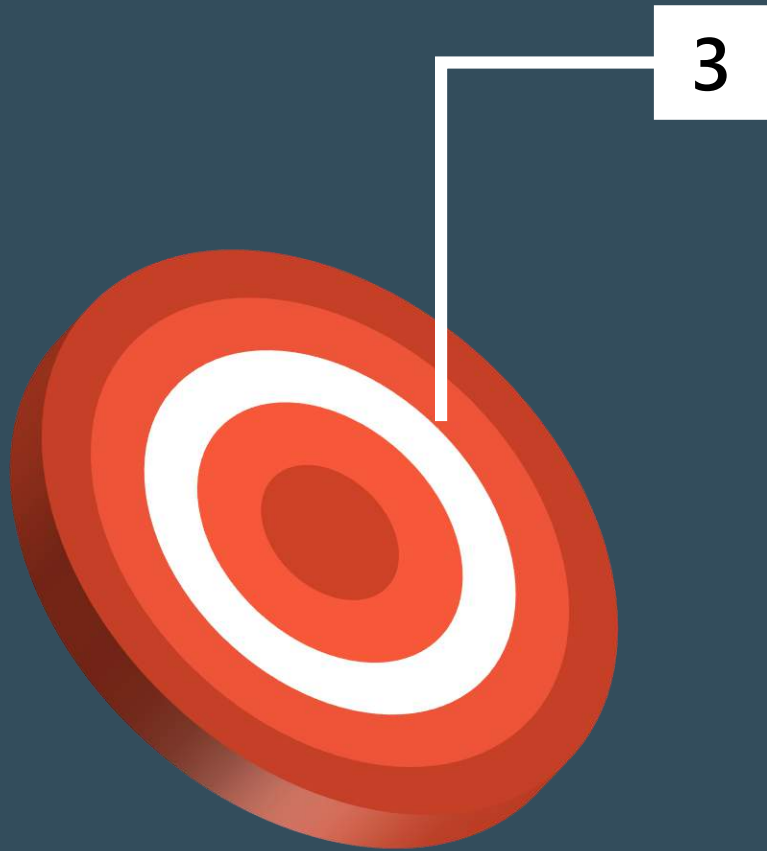


2

How do they **prove** that they have the **skills** in the real-world?

This becomes the way to **measure success** for training.

Real Bull's Eye: Backward Design



3

How do they **practice** the skills?

This becomes basis for **activities in course:**
decision-making activities with feedback.

Real Bull's Eye: Backward Design

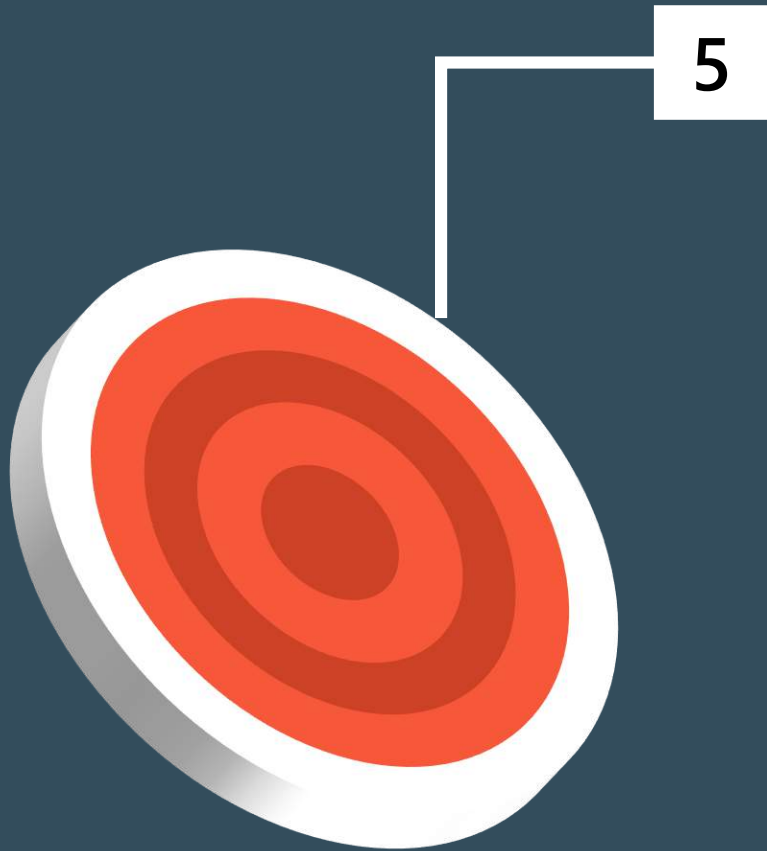


4

What do they **need to know** or learn to successfully accomplish practice activities?

This helps determine the right **content for the course**. Create pull points where they pull information to accomplish activities.

Real Bull's Eye: Backward Design



5

What **additional resources** do they need?

Put most of the content into **performance support material**: job aids, documentation, web content

Learning Objectives 101

1

Who is the learner?

3

What do you want them to do?

2

What's the situation?

4

How can they prove it?

Reality Check:

**Not all courses
are the same**

**Performance vs
Information**

Viewing or Doing?



Course objectives can be to share information or change performance.

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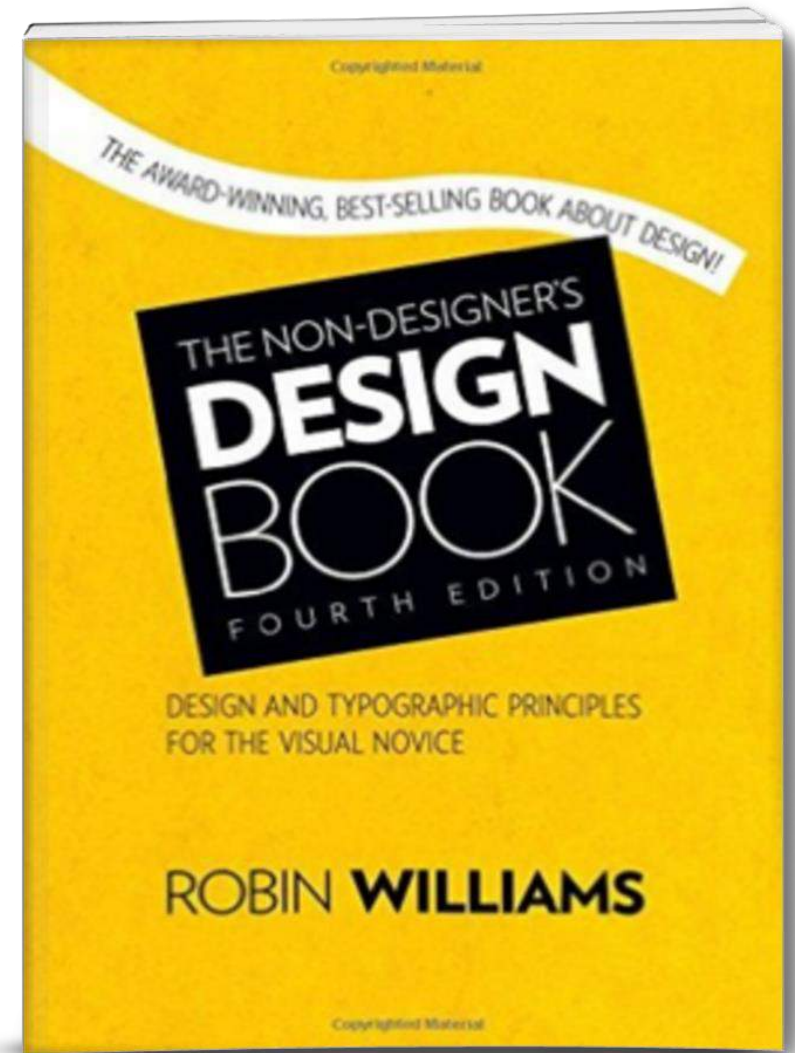
**There's a look that is
right for your course**

**Everything on the screen
helps communicate**

Basic Graphic Design

CRAP

- Contrast
- Repetition
- Alignment
- Proximity



Basic Economics



The first things you and your customers should be aware of are economic indicators.

An economic indicator is simply any economic statistic, such as the unemployment rate, Gross Domestic Product (GDP), or the inflation rate, which indicates how well the economy is doing and how well the economy is going to do in the future.

Investors use all the information at their disposal to make decisions.

If a set of economic indicators suggest that the economy is going to do better or worse in the future than they had previously expected, they may decide to change their investing strategy.

Basic Economics



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Typography is also a graphic

Times Roman

STENCIL

Paris 1970

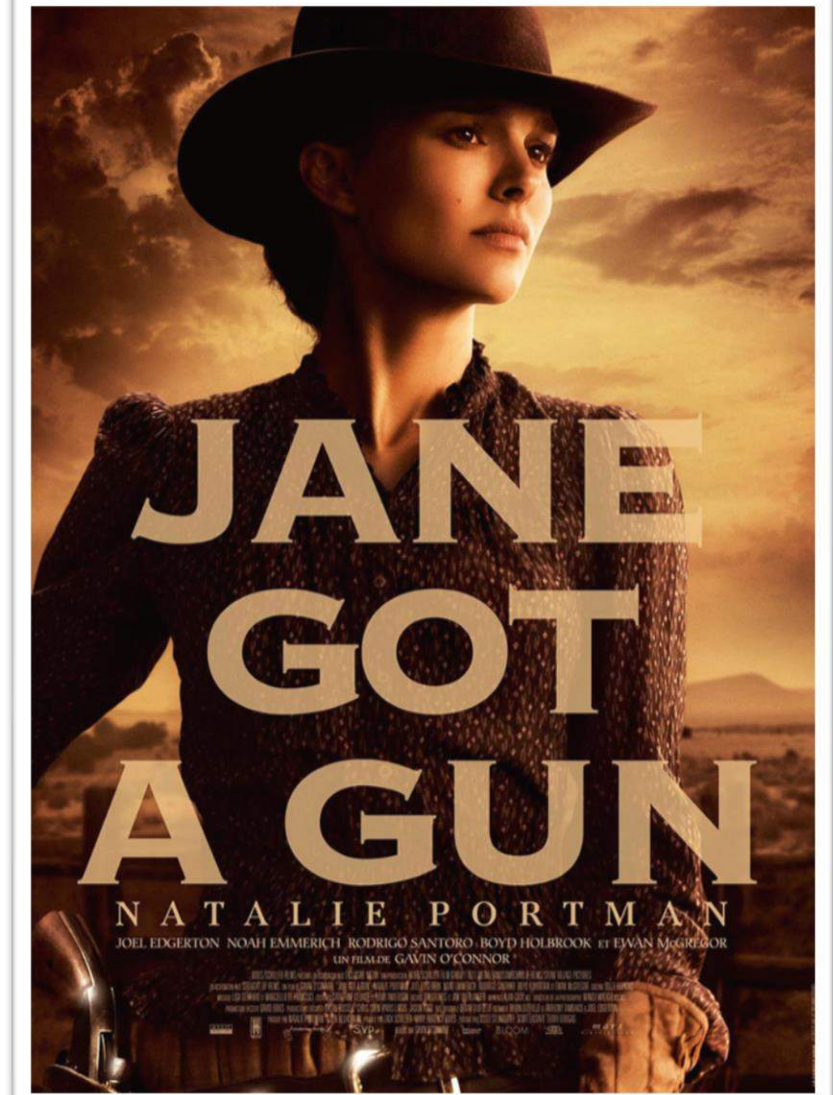
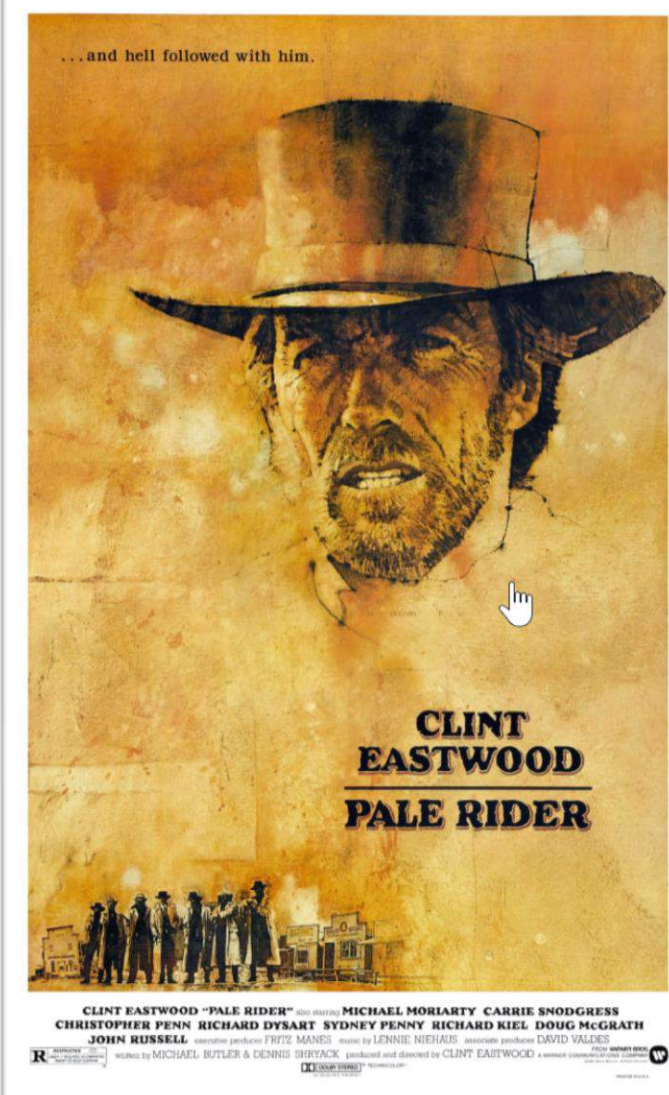
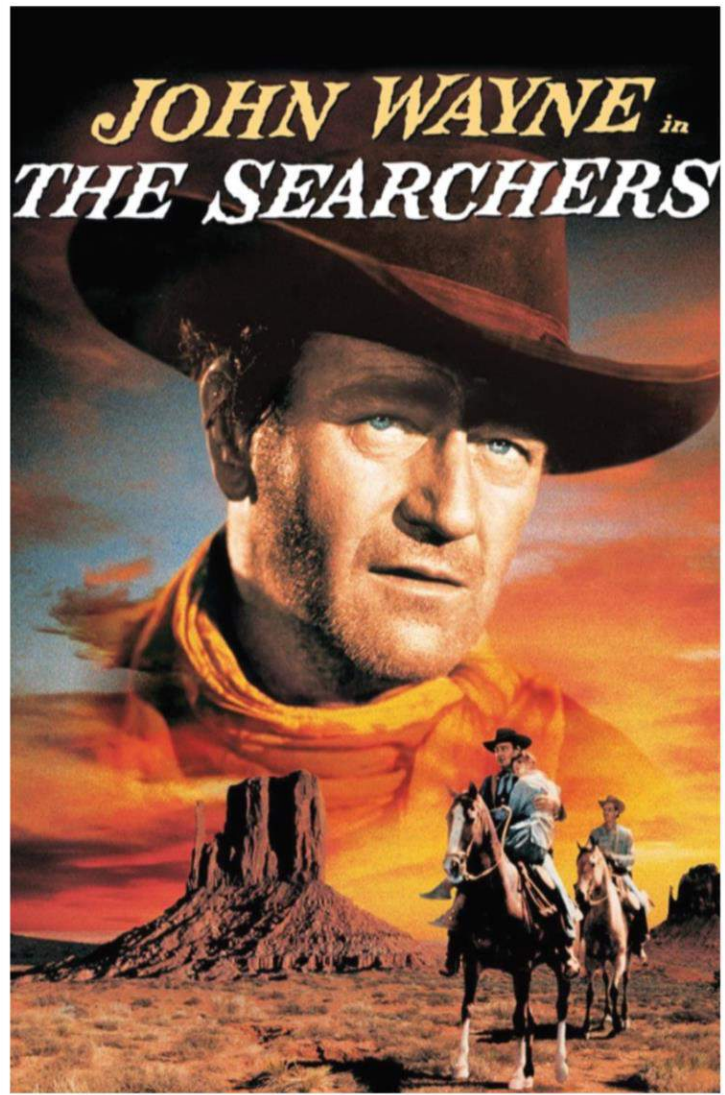
Comprime

Univers 55

COLLEGE



Design a Western Movie Poster





The “Visual Voice”

What's on the screen?



Characters Environment



Text

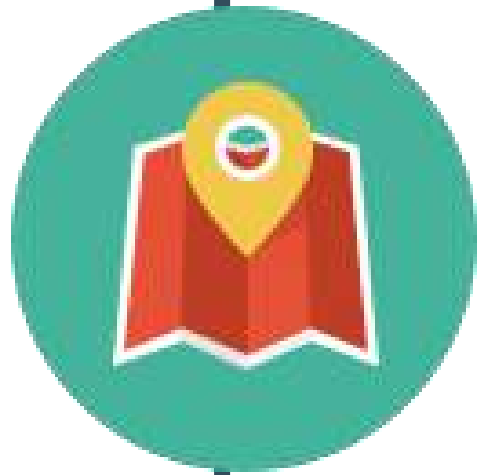


Container



Buttons

Design mapping



What's do
you see?



Font



Characters



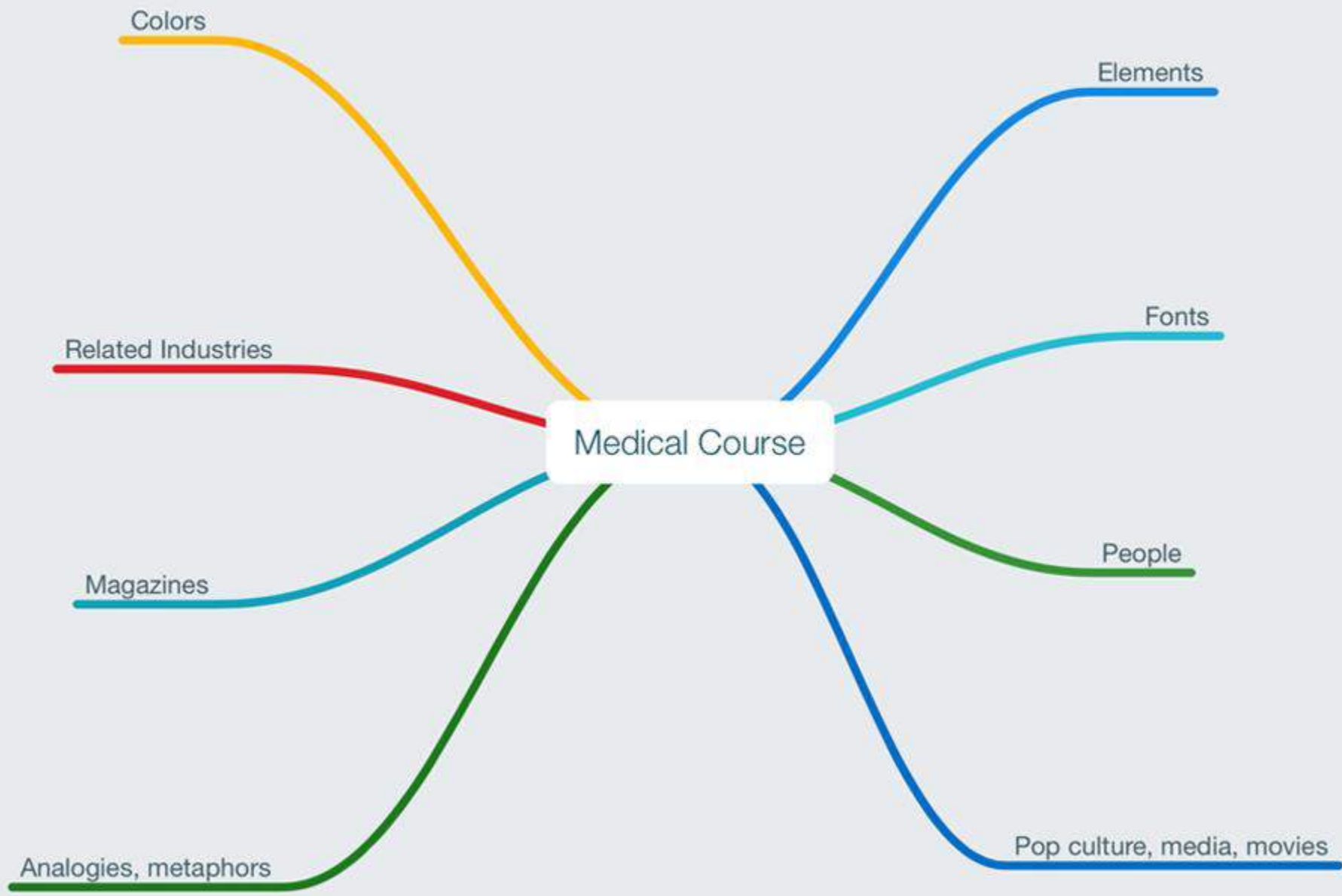
Contextual
elements



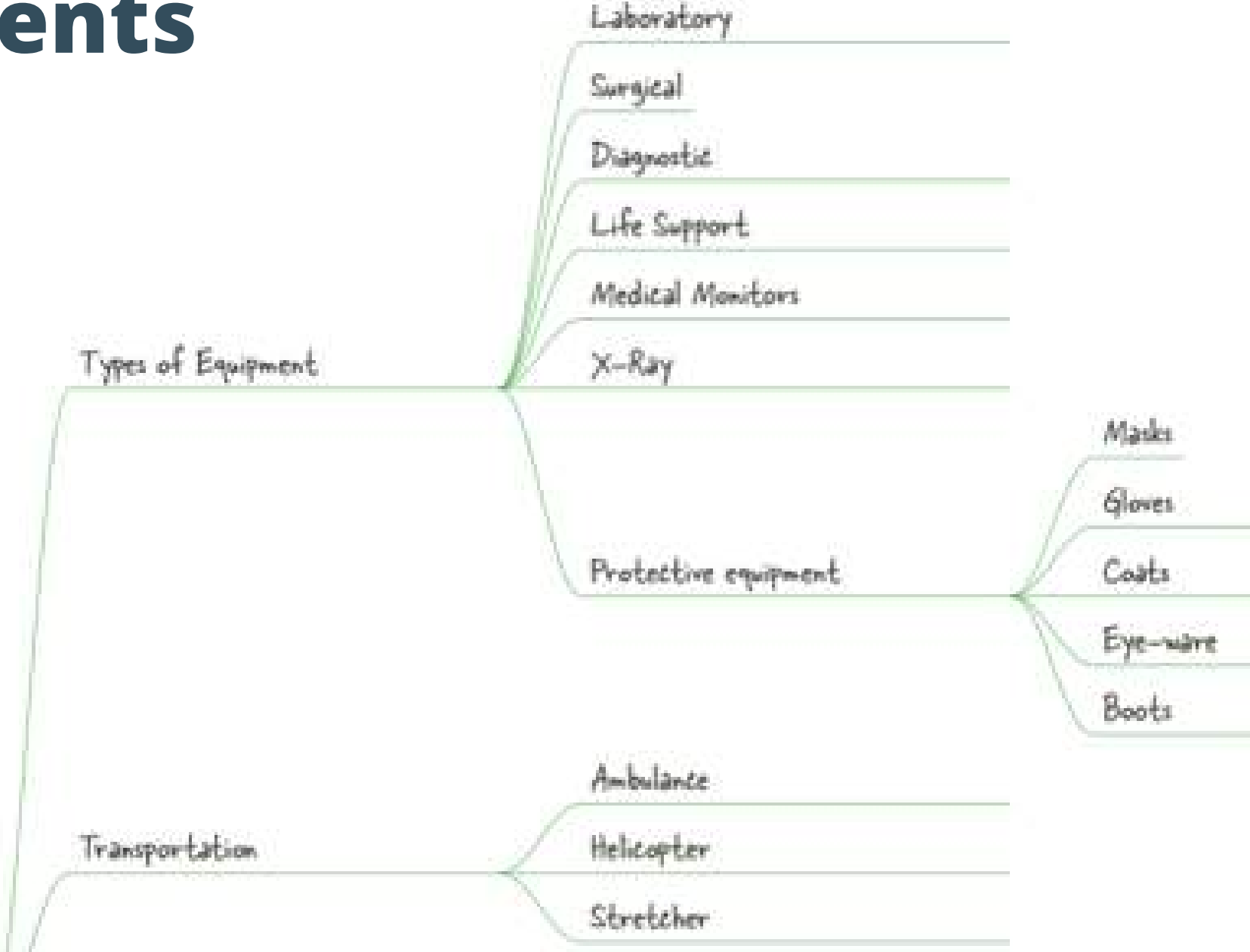
Colors



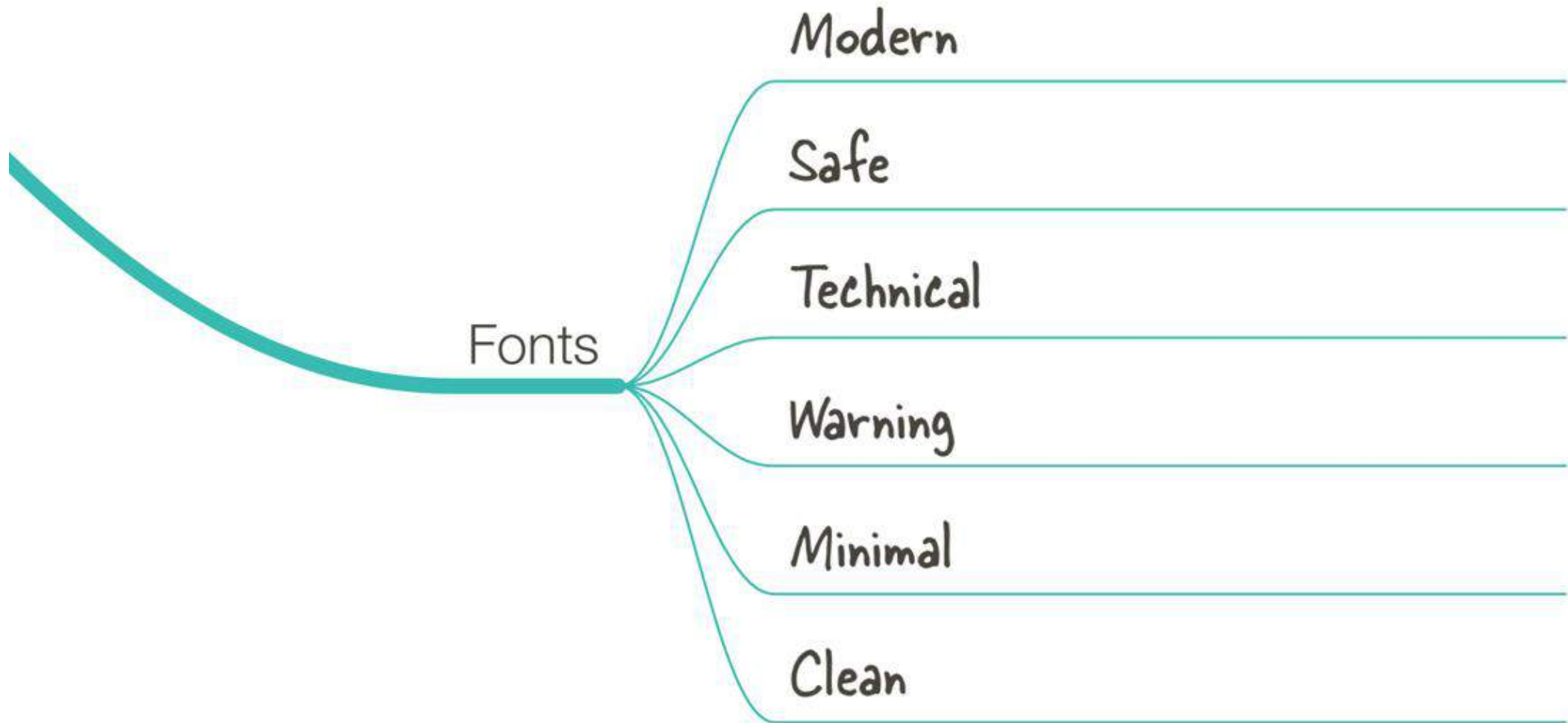
Inspiration



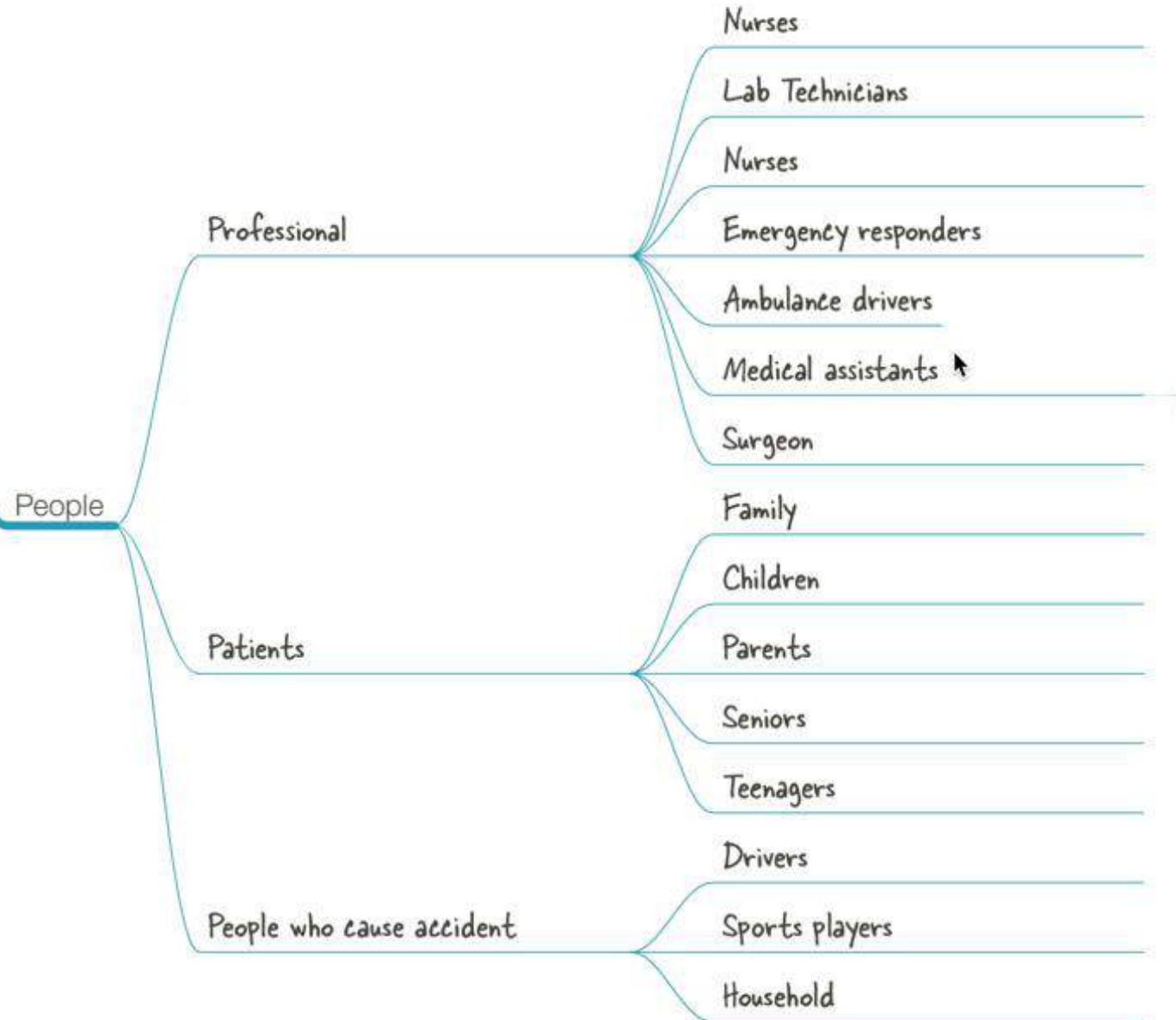
Visual elements



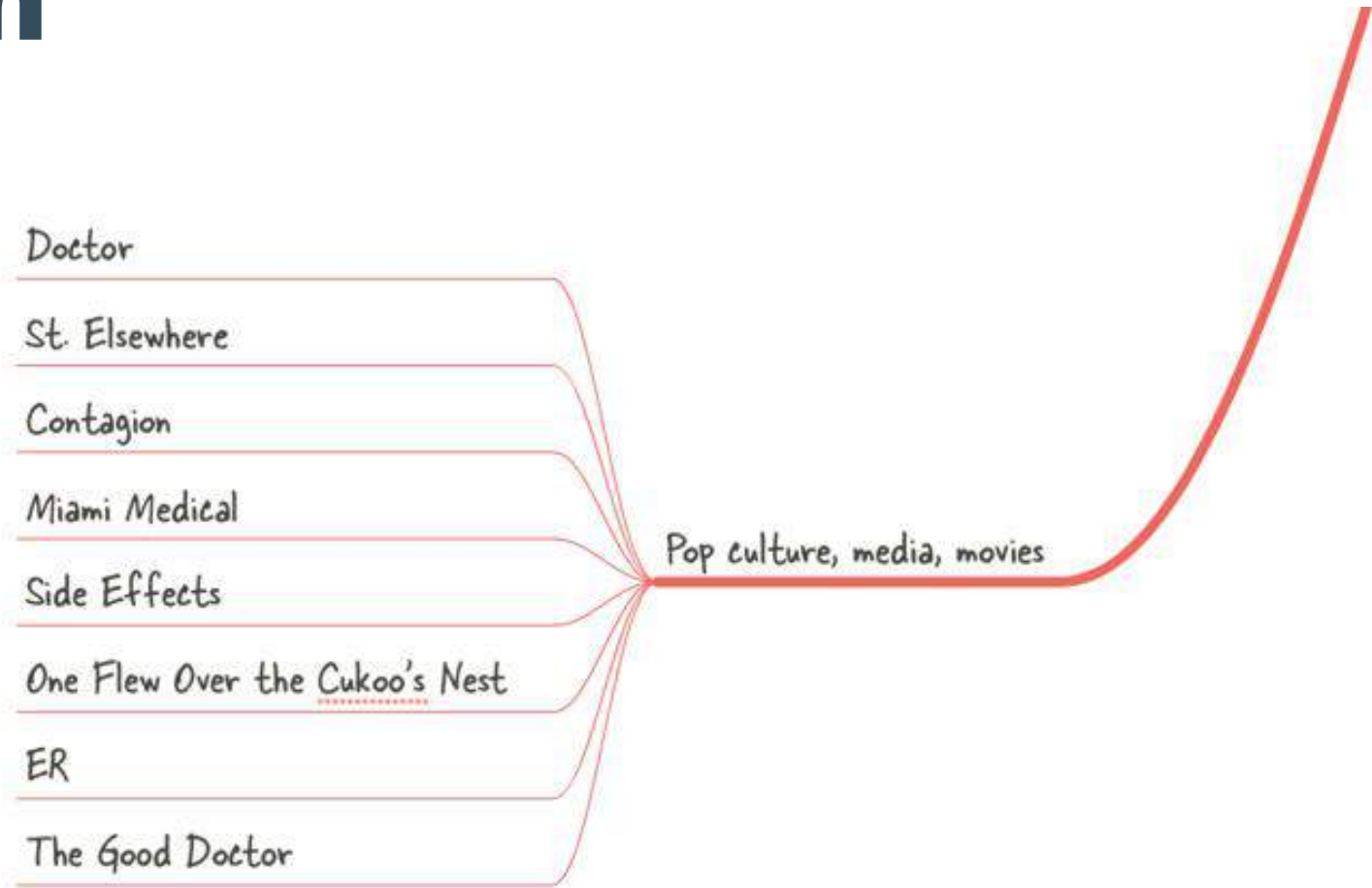
Font ideas



Characters



Inspiration



Colors

Blues

Teals

Greens

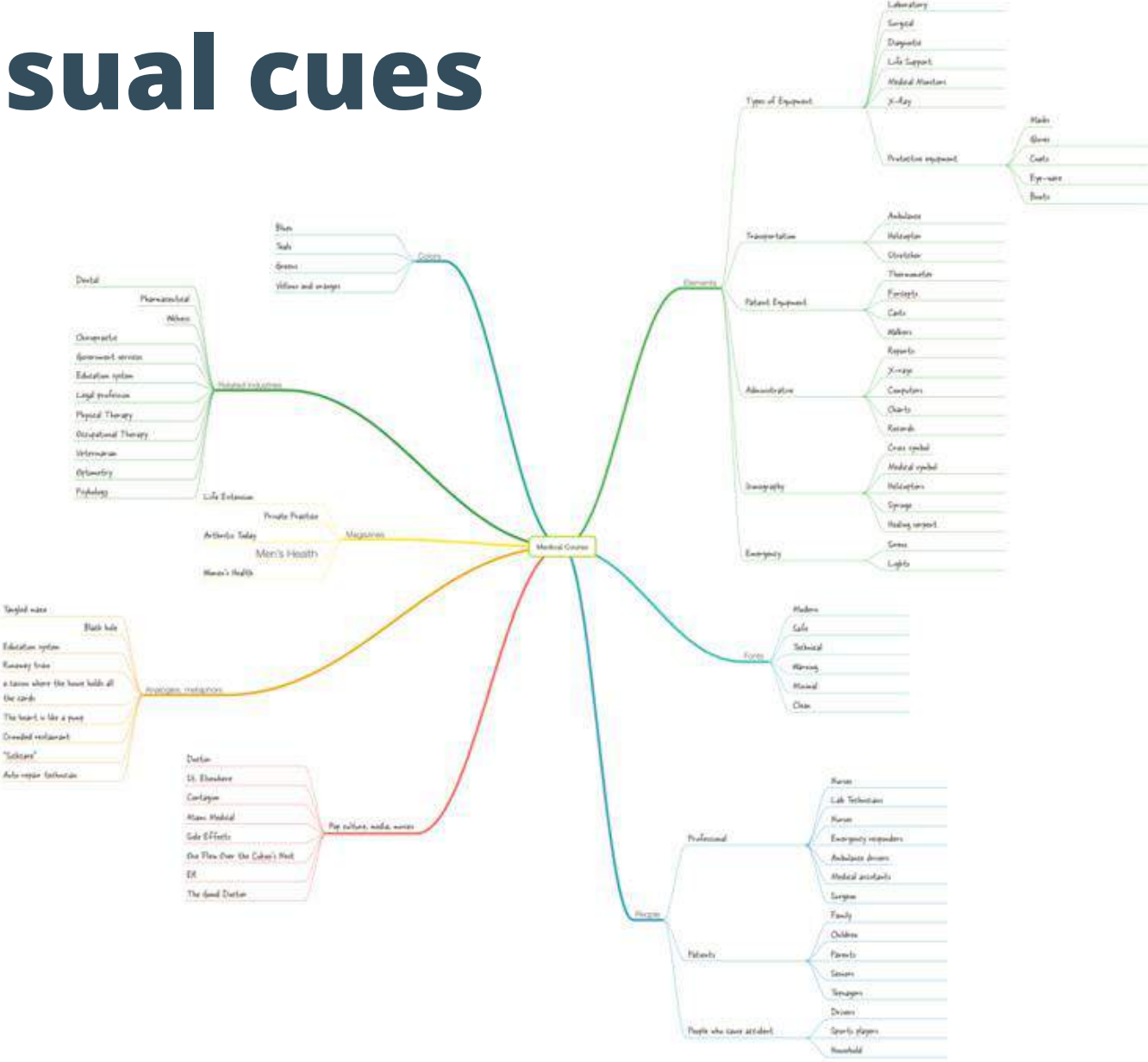
Yellows and oranges

Red

Colors



Apply visual cues



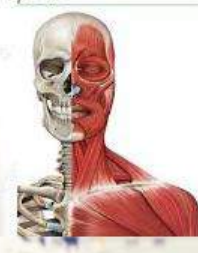
Elements



Protective equipment

Coats

Eye-ware



stries



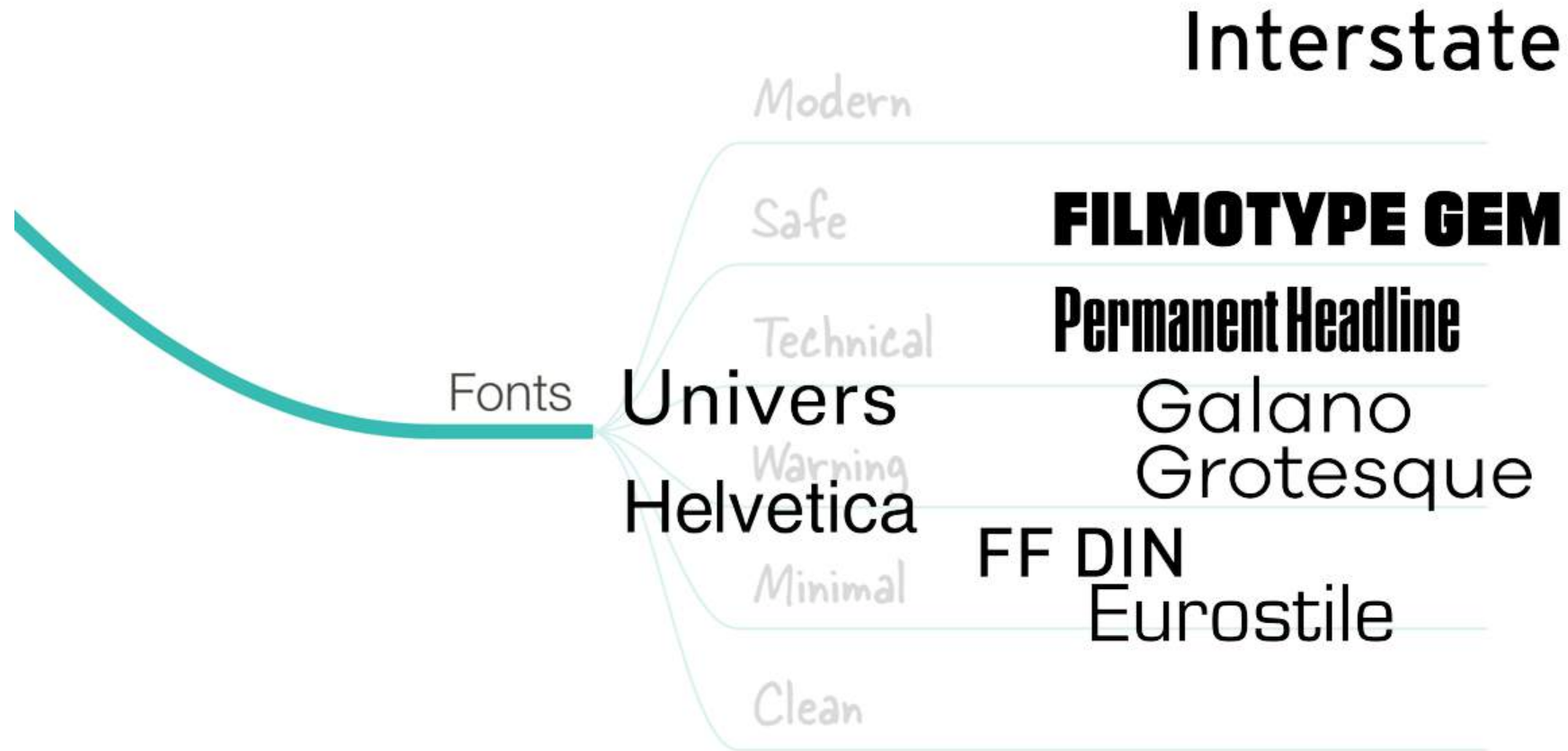
Course



Emergency



Fonts



Characters – Image Style



Nurse

Lab

Nurse

Emer

Ambu



Medical assistants

Surgeon

Family

Children



Seniors

Teenagers

Drivers

Sports players

Household



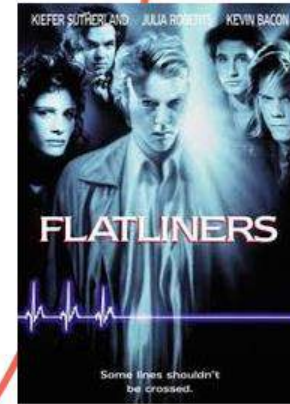
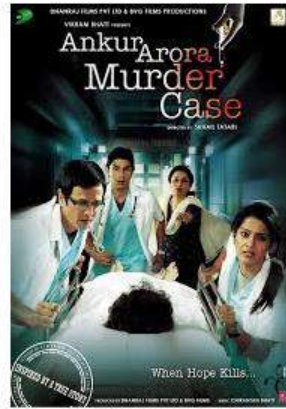
cause accident



Inspiration



Phors



Doctor

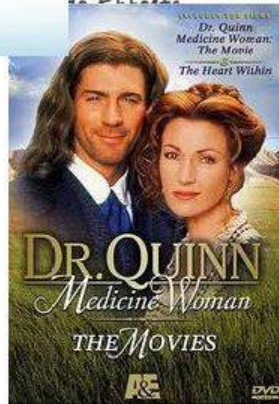
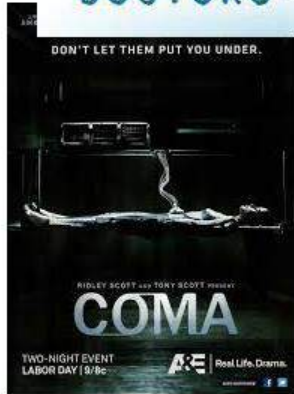
Elsewhere

Contagion

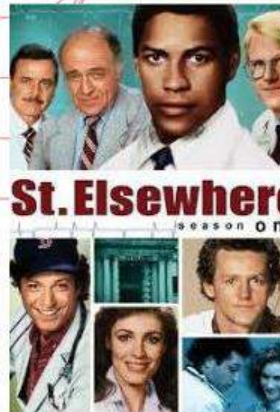
Miami Medical

Effect

Pop culture, media, movies



oo's Nest

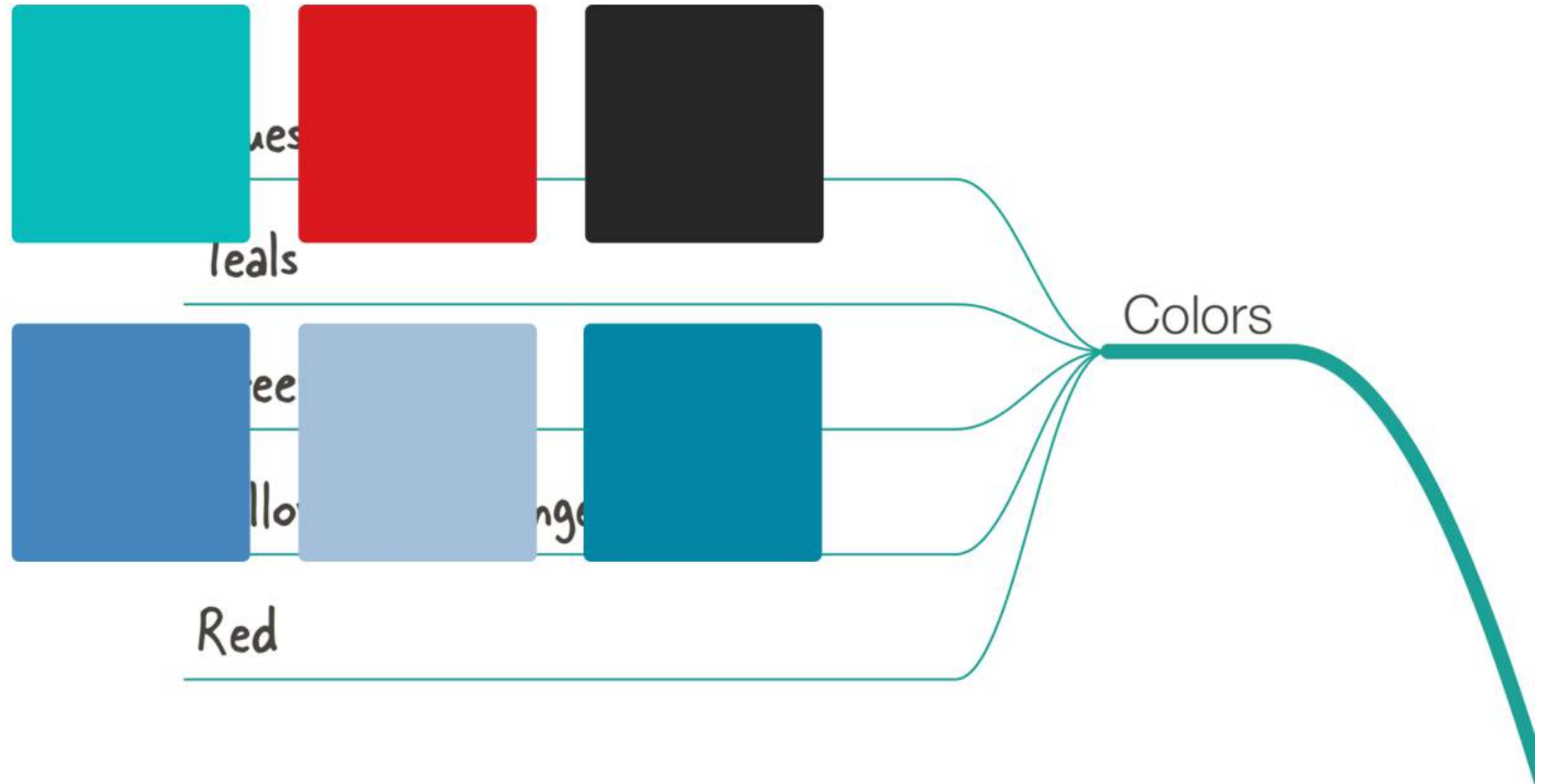


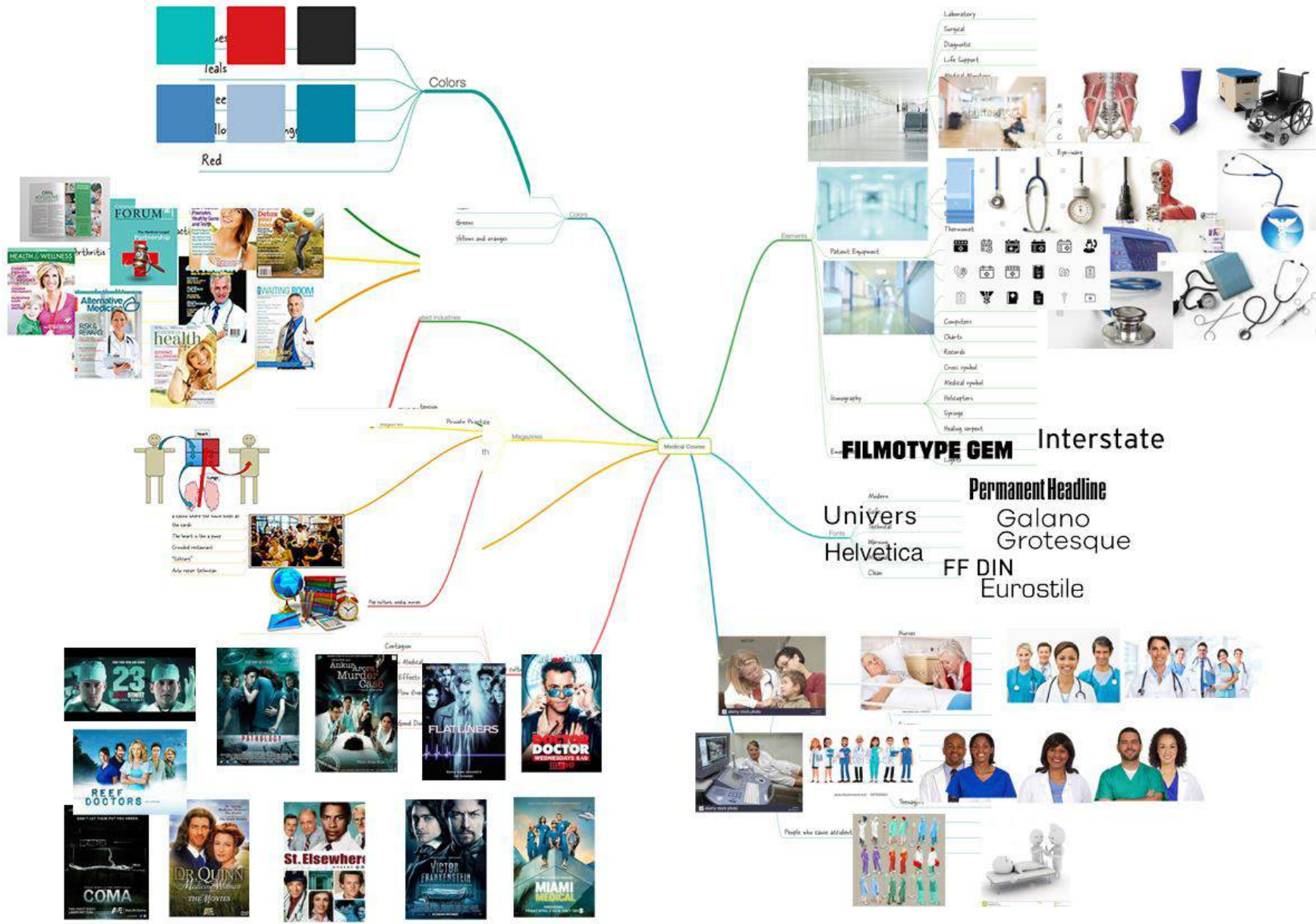
Peopl

Inspiration



Colors





FILMOTYPE GEM Interstate
 Permanent Headline
 Univers Galano
 Helvetica Grottesque
 FF DIN
 Eurostile

Build a visual style guide

Heading 1

Heading 2

Body font

Ut nisi mi, auctor id dignissim sit amet, laoreet ac odio. Donec facilisis libero et risus placerat sagittis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas mauris tincidunt ante.

Phasellus turpis arcu, egestas vitae mollis non, rhoncus quis arcu dolor.

Sit amet dui dapibus nec blandit ante scelerisque. Nulla facilisi. Vivamus ut mauris erat. Nunc placerat tincidunt mattis. Cras et urna ac massa aliquam iaculis. Quisque a dui lacus.



Typography

A Page Title Could Look Like This [h1]

FOLLOWED BY A SUB TITLE [H2]

Then there would be body copy. Lucas ipsum dolor sit amet lobortis mollis dooiku c-3p0 jabba antilles skywalker solo jade. Tatooine fett ben leia organa lando. Hutt darth vader wicket wampa antilles fett amidala.





☰ HIPAA for Professionals

Health Information Privacy

HIPAA for Professionals



☰ About ✕ ✓ Check Up 📄 + Records 📁 + Resources

☰ HIPAA for Professionals

Training Materials



Helping Entities Implement Privacy and Security Protections

Patient Privacy: A Guide for Providers

OCR offers **Patient Privacy: A Guide for Providers** (login required), an educational program for health care providers on compliance with various aspects of the HIPAA Privacy and Security Rules.


Physicians can earn free Continuing Medical Education (CME) credits and health care professionals will receive Continuing Education (CE) credits.

☰ About ✕ ✓ Check Up 📄 + Records 📁 + Resources

☰ HIPAA for Professionals

Quiz Time!

What does the HIPAA acronym stand for?



Q1

Are you sure?

<input checked="" type="radio"/>	<input type="radio"/>	This is the incorrect answer
This is the incorrect answer	This is the incorrect answer	

☰ About ✕ ✓ Check Up 📄 + Records 📁 + Resources

Three considerations in design

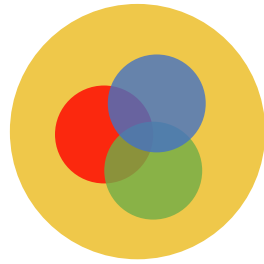
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Two types of courses



Information

Lean Back



Performance

Lean Forward

Objectives for interactivity



Who's the learner?



What's the situation?



What should they be able to do?



How do they prove it?

Easy first step



Convert the information into a case study or story.

Two Parts of Interactivity

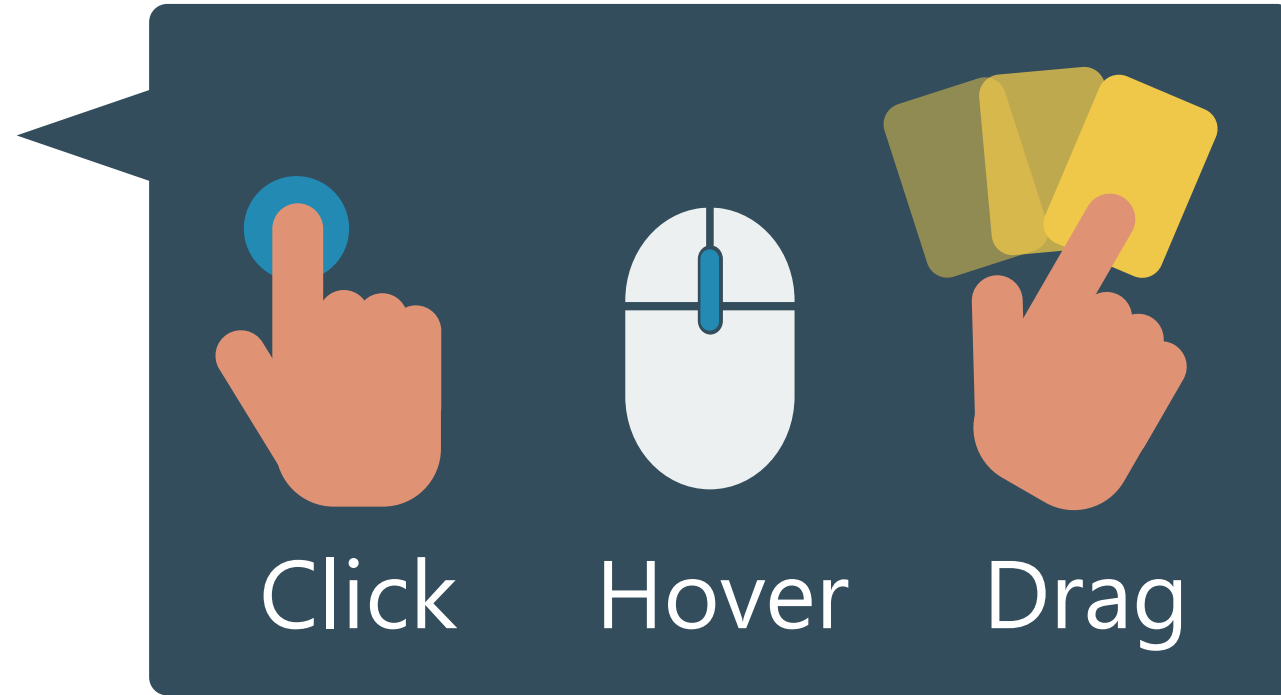


Touch
engage the
senses



Think
engage the
brain

Types of on-screen interactions



Variable

Building blocks



Relevance

Real world activities



Pull

Collect info



Decisions

Take action

Create a Real-World Context

- What are common situations?
- How would they use this in real life?
- Create a story narrative.
- Who are the characters? Learner? Others?

Challenge

- Immerse them into a decision-making challenge.
- What do they need to do?
- How can they prove that they can do it?
- The challenge forces a search for information.

The company's safety manual describes what to do in case of workplace injury. Fill out the form and call HR.

Joe fell down at work and hurt his knee. What should you do?

Before: Tell

After: Force decision

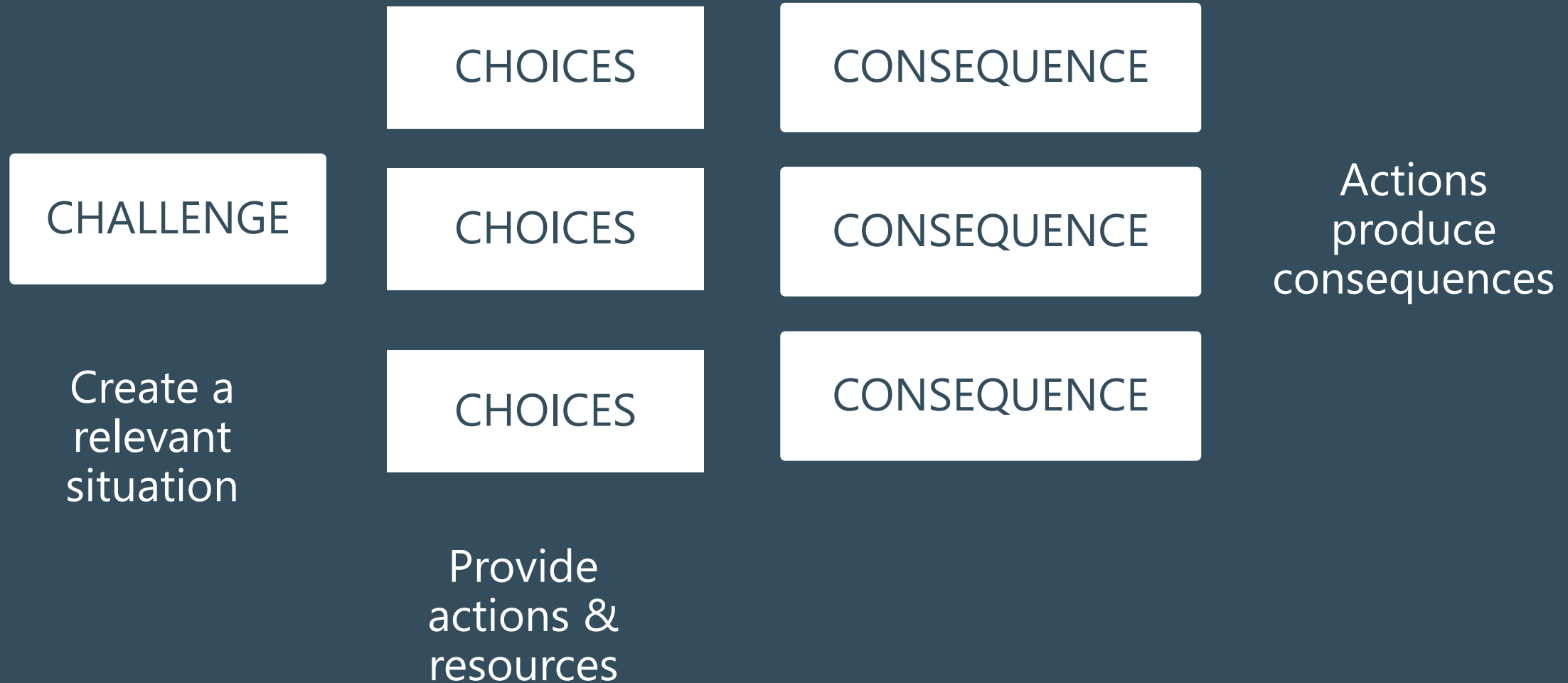
Push vs. Pull

What do I need to make the best decisions?

Let them explore

What can I collect?

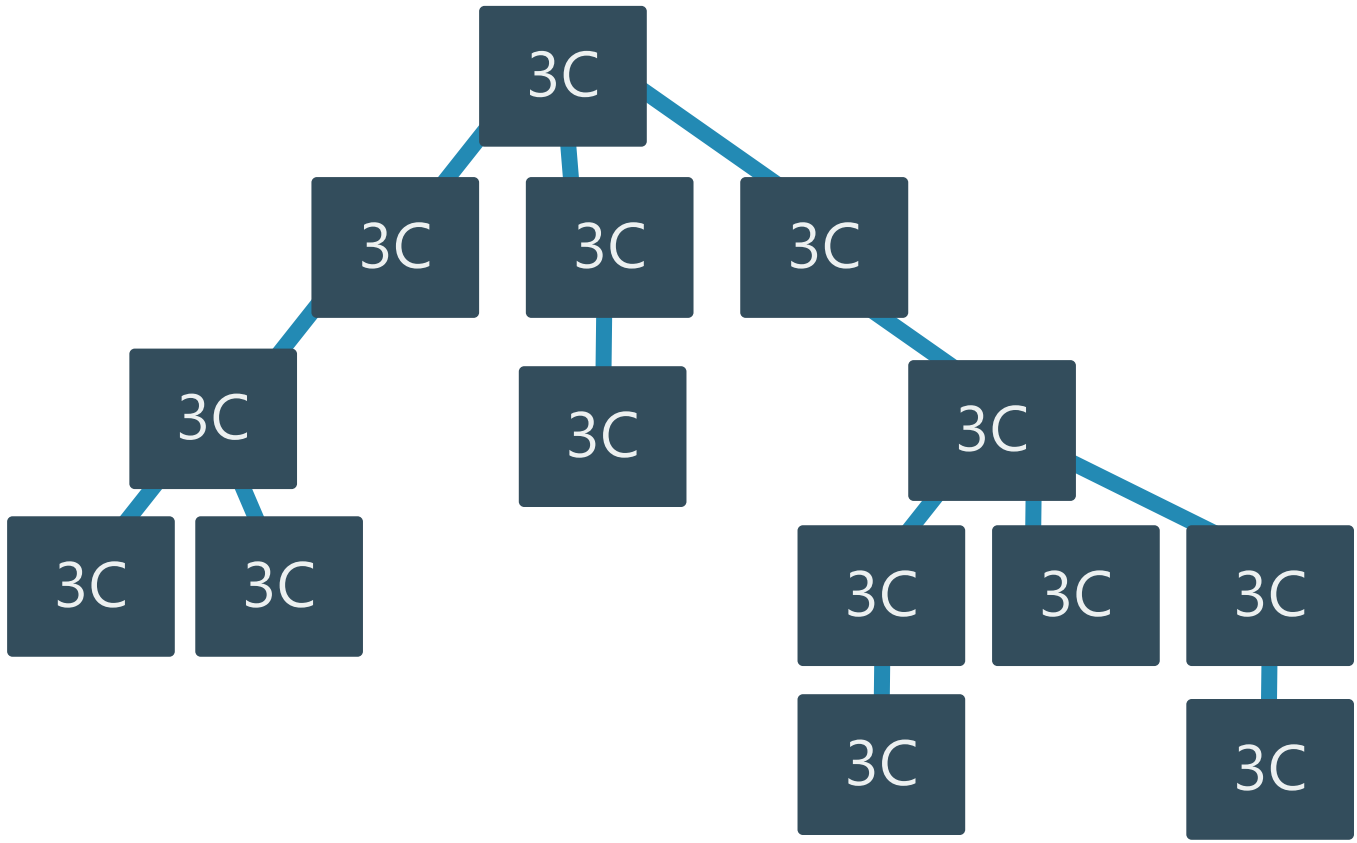
3C Model



3C Model: Simple



3C Model: Complex



This is the key:

- Give the learners a reason to use information in the course.
- Then provide a way for them to find it and use it.
- And get them interacting with the content on the screen.

Questions